

## IN THE CLAIMS

The following listing will replace all prior versions and listings of claims in the application.

1-32. Cancelled

33. (New) A method of processing a promotion, the method comprising:

offering, by a sales system of a first party, items online for sale at a sales price amount;  
providing a browsable catalog for searching the items;  
receiving an online purchase request from a buyer for at least one item;  
associating a promotion with the item to be purchased, the promotion having a promotion amount;  
responding, by the sales system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount;  
and  
facilitating payment, by a promotion system, of a reimbursement amount corresponding to the promotion amount to the first party.